

Rep Order# 6831863 Ver# 2 Status Returned Traffic Order# 104122
EC'd Yes Printed: 07/09/2012 9:13 AM 2 of 3

Last Received: 07/09/2012 6:02 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/PZ/E //30S
Flight Dates 08/07/2012 - 08/13/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---	9	TU-SA	730P-8P	Buyline Comment: OLY ZONE	:30	\$750.00	08/07-08/11	5	1	5	\$3,750.00	
10	TU-SA	8P-12A	Buyline Comment: OLY PRIME		:30	\$6,000.00	08/07-08/11	5	1	5	\$30,000.00	
11	SU	7P-12A	Buyline Comment: OLY PRIME		:30	\$6,000.00	08/12-08/12	2	1	2	\$12,000.00	
*12	SA	9P-930P	Buyline Comment: NEWS		:30	\$500.00	08/11-08/11	1	1	1	\$500.00	
13	SU	7A-6P	Buyline Comment: OLY DT		:30	\$1,700.00	08/12-08/12	4	1	4	\$6,800.00	
14	SA	5A-6P	Buyline Comment: OLY DT WKEND		:30	\$1,700.00	08/11-08/11	4	1	4	\$6,800.00	
15	TU-F	9A-4P	Buyline Comment: OLY DT		:30	\$1,200.00	08/07-08/10	12	1	12	\$14,400.00	

—REPORT TOTALS—

Report Totals: 63 / \$100,750.00

—SALES MONTHLY TOTALS—

Aug 12: 63 / \$100,750.00

Sales Totals: 63 / \$100,750.00

Station Totals: 63 / \$100,750.00

Lines not sent/xclnd/rtrn: 0 / \$0.00

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Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S

Buyer MICHAEL DETTORRE
Phone#
Fax#

Market Totals
\$205,612

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PHILADELPHIA, PA 19103

Agency C/P1/PZ/E //30S

Flight Dates 08/07/2012 - 08/13/2012

Salesperson Phone#
Salesperson FAX#

215-568-6540
215-568-1845

Rep Firm	Sales Office	Salesperson
() PHILADELPHIA	() PHILADELPHIA	() AMY MCCREARY
CATV	KBLR	KINC
KTNV	KTUD	KVCM
XXXX	0%	2%
KLAS	KVNY	KVNU
4.9%	0%	13%

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES BASED ON SEVERAL ORDERS

Books JUL12
Demos RA35+